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ICANN Slashes Meeting Sponsorship Prices Up to 50%

Thursday, February 24th, 2011

Non-profit reverses course and lowers price to sponsor meetings.

Currying favor with the ICANN crowd just got a lot cheaper.

Well, at least compared to last week.

In advance of its meeting in San Francisco next month, ICANN [doubled the cost](#) of many of its sponsorship packages. It also added a new level at \$500,000.

But now it's pulling a Wal-Mart and rolling back prices.

The non-profit [announced](#) tonight that it is reducing the costs on lower level packages and offering a 33% discount for non-profits.

It appears that it's not just the entry level packages that took a haircut. The Diamond level, which cost VeriSign \$500,000 for next month's meeting, is now \$250,000. The Platinum Elite package (which I think includes some frequent flyer miles or something) was reduced from \$250,000 to \$150,000.

The entry level Bronze package is now \$7,500 instead of \$10,000. But I believe that's still more than it cost last year.

It's not clear if these lower rates apply to the March meeting in San Francisco. If so, ICANN is giving some hefty refunds.

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June ICANN Meeting Moves to Singapore

Thursday, February 24th, 2011

ICANN announces new location for June meeting.

The rumor mill was correct.

ICANN just [announced](#) that its June meeting will be moved to Singapore.

The meeting was supposed to be held in Jordan. But security concerns and unrest in the region [prompted ICANN](#) to change the location.

ICANN has a penchant for [selecting meeting locations](#) with security issues

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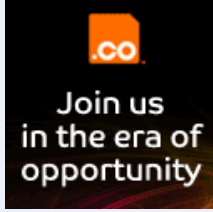
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Varnish cache session

ICANN has a penchant for [selecting meeting locations](#) with security issues. This culminated in a number of high profile participants [sitting out](#) last year's meeting in Nairobi, Kenya.

It held a previous meeting in Mexico City, which may have actually been a greater security concern than Kenya.

Despite holding meetings in questionable places, the worst I've ever heard of is a reporter [getting mugged for \\$2](#).

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Demand Media Reports Q4 Results

Thursday, February 24th, 2011

Demand Media results shed light on revenue sharing, eNom results.

Earlier this week Demand Media reported fourth quarter results. The company eked out a small profit in the quarter, but expects to return to losses going forward.

You can read the complete details [here](#), but here are some interesting numbers:

Revenue Sharing: In Q4 its network of customer web sites (which would include parked pages) generated 3.866 ~~million~~ billion page views with an RPM of \$3.11. But the company reported that its RPM excluding traffic acquisition costs (ex-TAC) was \$2.25.

The company says "Revenue ex-TAC is defined by the Company as GAAP revenue less traffic acquisition costs (TAC). TAC comprises the portion of Content & Media GAAP revenue shared with the Company's network customers."

So according to this definition, of the \$3.11 generated per thousand page views, only \$.86 was shared with publishers. This seems very low, but I've contacted Demand Media for an explanation and will update accordingly.

Changes in RPM: The gross RPM on customer web sites was down 22% compared to Q4 2009. The RPM on Demand Media's owned and operated network was up 36%. Of course, a lot of Demand's owned and operated revenue comes from actual web sites such as eHow.

eNom Growing: Registrar revenue for 2010 was \$100M, up 10% compared to 2009. Including all of Demand Media's registrars (eNom is the biggest), it had 11 million domains under management at the end of 2010. That's up from 9.1 million at the end of 2009.

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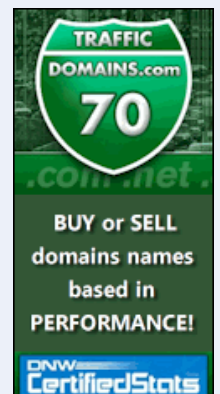
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Never Start a Mainstream Web Site on a .Net Domain Name

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This is what happens when you create a popular web site on something other than .com.

You should never start a mainstream web site on a .net domain. Or .org, .biz, .info, etc.

Unless you own the .com of the same name. Especially if the domain name you choose is generic. Unless you don't care about losing traffic to the .com.

OK, so why the rant?

I just finished reading a [UDRP case](#) brought by First Showing, LLC, which owns FirstShowing.net.

FirstShowing.net has quite a following. Compete.com suggests it receives over 200,000 uniques a month.

But *it's a dot net*.

So the owner wanted to get FirstShowing.com and filed a UDRP to do so. The .com was acquired by the respondent after FirstShowing.net was launched.

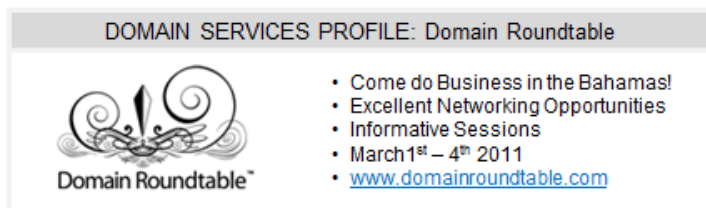
But this case would be very, very hard for First Showing, LLC to win. As a generic term with meaning, someone can rightfully own FirstShowing.com and use it for a similar purpose as FirstShowing.net. There would have to be evidence that First Showing had received some sort of acquired distinctiveness.

Had the domain been something not specifically about movies — such as AlsCoolSite.net — then it might have a claim if the owner of AlsCoolSite.com starts showing movie listings.

In this case, the owner of FirstShowing.net emailed the .com owner about buying the domain. Perhaps unhappy with the price, First Showing LLC filed the UDRP complaint.

The panel denied the complainant's request, saying the domain wasn't registered and used in bad faith. The complainant failed to show that it had common law rights in FirstShowing.net at the time the .com was registered. (Even if it had, I would hope the complainant would be required to show common law rights in First Showing, not FirstShowing.net.)

Attorney Brett Lewis represented the respondent.



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China's .CN Domain Name Keeps Dropping

Thursday, February 24th, 2011

Size of .cn registration base falls 75% from peak.

Thanks mostly to tighter controls and rules on registration, China's .cn domain name count keeps falling.

According to [data](#) collected by HosterStats.com, there were about 3.5 million .cn domain names registered at the end of January.

That's a far cry from the over 14 million .cn domain names that were [registered at its peak](#) in February 2009. At that point .cn had more registrations than any other country code top level domain.

In January 2010 China [abruptly stopped](#) overseas registrars from registering .cn domain names. This began a [downward plummet](#) in the number of domains registered.

New regulations required anyone who wanted to register a domain to show identification. Then in June 2010 .cn domain name holders were [asked to confirm their registrant information](#) directly with the registry within 15 days or

risk losing their domains.

.Cn was very popular prior to the restrictions for a number of reasons. Most importantly, it was offered for about 14 cents per registration.



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